FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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EUROPEAN FASHION FAIR: THE SOFT TOUCH

A record 220 manufacturers from 13 European countries showed their Fall-Winter 77-78 lines at ONE PENN PLAZA, New York's new Trade & Exhibition Center, March 6-9. The most successful to date, this 10th semi-annual stand also attracted a record 4,200 U.S. and Canadian buyers; this, despite the fact that the Fair had shown in Chicago the week before. The French again led, in numbers -- 60-strong -- and in fashion direction. The Israelis showed concurrently at the N.Y. Hilton Hotel.

Sportswear made the biggest impact, and was best received. Softness was the keynote, as indeed it has been in American RTW.

THE LOOKS:

... BIG, BULKY BLOUSON SWEATERS, often with extended cowl collars ... some long enough to wear as tunic or mini

... DIRNDL CULOTTE SKIRTS

... STRAIGHT, DIRNDL, ACCORDION SKIRTS

... MANY PANTS, even KNICKERS

... DROPPED SHOULDER, RAGLAN, UNMOUNTEDS

SWEATERS: Bulky mohair-wool Fair Isle coat sweater (Nancy Vale/London) ... WITH STRAIGHT SKIRTS: Thick, flame-pattern mohair-wool blouson/knee length skirt/mittens; double-collar drawstring pullover/border-stripe skirt (Doran Lewis/England) -- keyboard pattern wool blend turtle/ribbed skirt (Erica Rossler/W. Germany) ... WITH FLOUNCED SKIRT: Striped drawstring elbow-Dolman blouson/deep-flounce skirt (La Squadra/France) ... WITH DIRNDL SKIRT: Pastel broad-stripe blouson/solid dirndl (Mondi) -- gold-shot zigzag border print waistbanded cowl/dirndl (Gini Faith).

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BORN AGAIN KNITS ARE NEWS FOR FALL '77

This Fall knits are Born Again with natural fiber and texture, alive with verve and variety. Newest are updated extensions of beloved classics with all the flair for the new theatre and restaurant dressing. Nothing grabs the body: all is loose, enveloping, easy

WHAT TO LOOK FOR:

... SURFACE INTEREST -- wool/rayon nubby -- thick yarn crunchy

... PRECIOUS FIBERS -- cashmere, angora mohair, lambswool, shetland

... MOOD INTEREST -- refined to rugged

... SWEATERCOATS and SWEATERPONCHOS

... COWLS, UPDATED CLASSICS -- cabled and ribbed

BLACK IS BEAUTIFUL: In a season when pastels and Winter white make news, great "anything but-safe" black knit DRESSES are stunning -- wool/rayon boucle body skimmer, slight fullness from ribbed midriff, deep V-neck or Lurex-sparkled white collar and cuffs (Mady Gerrard) -- shiny, narrow double-rib, gathered sleeve (Sica) -- chenille-dotted black wool jacket dress (The Knit Group) ... CHANEL-ISH BLACK RESTAURANT SUITS -- black-white tweed/black satin bow blouse (The Knit Group) -- solid black, dramatic single white lapel, gold Lurex crochet covers buttons, edges white cuffs (Mady Gerrard).

DRESSES: Shirtdress -- angora blend yoke-striped, double twist belt; angora blend with mesh inserts, obi, short or long (Brenner Bees) ... Cashmere monk's silhouette, hood poised over dropped shoulders (Bonnie Cashin/The Knittery) ... Umbrella pleated, drawstring waist, string tied neck and wrists (Gloria Sachs) ... Cardigan coatdress,

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BORN AGAIN KNITS ARE NEWS FOR FALL '77 (continued from page 1)

ribbed top; cable cowl dress; body-dress, crisscross neckline (Knit Group) ... dropped shoulder jumper, tiny gray-white mohair checks/white cowl sweater; saddle shoulder, open mesh blouson, flat cuffed cowl neckline (Sica).

SUIT LOOKS: Camel-gray tweed toggle buttoned jacket/fine-knit camel skirt/sweater (Mady Gerrard) -- space-striped top/vest/skirt; striped top/cardigan/pleated skirt (Knit Group) ... KNIT-AND-LEATHER-or-FUR JACKETS -- Shetland cardigan and zip-front jackets with fronts of specially tanned, magnificently supple leather; or furs such as nutria, blond raccoon (Roberta di Camerino).

SWEATERS are B-I-G, in both silhouette and sales expectations; many stretch down to dress length, cowls outclass turtles and luxury fibers, are the season's signature.

COWL NECK PULLOVERS: CASHMERE, lambswool, angora, Shetland -- heather lambswool (Francesca/Damon) --poodly mohair/ribbed cowl (Pierre Cardin) -- fur blend in 10 colors; bulky marl knit/cream cowl; melange stripes/soft cowl hood (Espresso) -- multi-color ribbon stripes; 11 colors lambswool (SWI/Rosanna) -- ice cream colors angora blend solids, stripes (Emesse) ... Cowl Pullover CASHMERE DRESSES -- long, short, pales-deeps-blacks (Damon) ... SLEEVELESS TUNICS -- gold-shot tweedy (Espresso) -- argyle (Rosanna).

SPORTIVES: BLOUSONS -- bulky waffle stitch mohair (Emesse) -- ribknit trim Winter white/bold contrast cowl/skirt (Brenner Bees) -- "casual" metallic mesh (Rosanna) ... T-SHIRTS -- silky striped Nyesta, dressy enough to go into evening (Cardin) ... TURTLES -- multicolor Nordic jacquard (Porter House) -- pure silk (Irka) -- creamy-pale angora-lambswool screen-printed mock-turtles (Kenzo/Sadimara).

CLASSICS: CABLES -- long angora vest, hooded cardigan (Cardin) -- machine washable Shetland crew, turtle (Porter House) -- cashmere vest, luscious complexion colors/deep V, 2-pocket mannish cardigan (Damon) -- lacy tennis pullover, wide open neck, kangaroo pocket (Espresso) -- cable-front pullover, plain wide rib back, V, crew or turtleneck (Emesse) ... OTHERS -- cashmere in 8 colors: updated polo shirt/cardigan, tiny buttons, loops (Gloria Sachs) cap-sleeve cardigan, pale colors striped and banded with Winter white/pale cowl pullover (Espresso) -- 2-pocket angora blend rib vest (Irka).

SWEATERCOATS, important extensions of the big sweater, blend country ease with city savvy; deep armholes and wide sleeves accommodate interior sweaters; many wrap-and-tie -- long heather mohair blend cable cardigan, wrap or toggle; Guatemalan striped Shetland; Icelandic and Persian jacquards (Rosanna) -- whipstitched hooded mohair blend cardigan, triple string tied (Porter House) -- hooded flecked Shetland wrap/double-toggled fingertip shawl (Irka) -- hooded long coat; 3/4 open cardigan; suede trim on tweedy oatmeal, pewter; striped mohair (Outlander) -- short, long cardigans/scarfs/calots (Brenner Bees) -- 2-tone gray silk-angora wrap (Irka) -- ribbed natural wool tweed mandarin neck open coat/fringed scarf; HOODED PONCHO (Carol Cohen for Braefair) ... HANDKNITS -- chenille, Icelandic wools, 2-tone thick-and-thin Noh coats (Bonnie Cashin) -- natural thick-and-thin yarn (Irka) -- hooded bulky shell stitch hand-crochet (Brenner Bees).

SOME STRONG-IN-THE-MARKET NEWSMAKERS: MESH, in insets as well as lacy knits ... UMBRELLA PLEATS, knit in, enliven skirts ... DROPPED SHOULDER sleeves ease layering ... PALES are cold weather surprise, but NO color is OUT. NONE.

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TREASURES OF TUTANKHAMUN: ROADSHOW SCHEDULE

The 55 artifacts from the famous tomb discovered in 1922, on loan from the Arab Republic of Egypt, closed at The National Gallery of Art in Washington, D.C. on March 15. Five additional cities are scheduled to see it during the next two years:

CHICAGO Field Museum.....	April 15 - Aug. 15
NEW ORLEANS..... Museum of Art	Sept. 15, '77 - Jan. 15, '78
LOS ANGELES County..... Museum of Art	Feb. 15, '78- June 15, '78
SEATTLE Art Museum.....	July 15, '78- Nov. 15, '78
NEW YORK Metropolitan.... Museum of Art	Dec. 15, '78- Jan. 15, '79

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MILAN FALL RTW BLAZES SOME NEW TRAILS

The Italian Fall-Winter RTW showings in Milan, March 14-18, confirmed many current trends, and set some interesting new ones that gained enthusiastic buyer approval.

THE NEWSMAKERS:

... PANTS ARE TIGHT, and TIGHTS are NEWEST

... MANNISH skirt and pants SUIT SEPARATES have ULTRA-FEMININE BLOUSES for dramatic foil

... JUST the REVERSE -- or 2 FOR 1

... KNITS -- from MESH to LACY to HEAVY

... BLOUSONS Over All

"LEGS" SUPERCEDE PANTS: TIGHTS, yes, the kind ballerinas wear, but in wool, and skin-tight pants, brought the pants concept to its ultimate, namely LEG SHAPE. They were shown under minis and midis, and under entire fur collections; and always, always, tucked into boots ... Pale wool, under Medieval jerkin-like cotton jersey blouson-tunic, tucked into dark suede boots (Gianni Versace/Complice) ribbed wool, under angora mini (Gianni Versace/Callaghan) -- ankle-cuffed ribknit wool under matching mini, sweater set and poncho shawl (Mariuccia Mandelli/Kritzia).

SKIN-TIGHT PANTS, often high-waisted ... BLACK VELVET -- (Gian Franco Ferre/Baila) with ultra-feminine blouse and thigh-high spindle heel suede boots; under mini and mid-calf skirts (Complice) ... BLACK SUEDE JODHPURS/black crepe blouson with gold-shot embroidery (Muriel Grateau/Mario Valentino) -- modified silk taffeta jodhpurs (Krizia).

STRAIGHT tailored PANTS, mostly with blazers of many nations (Giorgio Armani, Basile) ... AND NARROW, in crepe de chine (Caumont) ... Draped white CULOTTE PANTS (Walter Albini/Trell).

JUST THE REVERSE, the new 2-for-1's -- SUIT reverses from tweed to knit (Basile) -- Harris tweed WRAP SKIRT to gabardine (Caumont) -- wrap skirts, coats, even SWEATERS and a chemise reverse from brushed mohair to glossy rayon; a gold-threaded flame-stitch CAPE reverses to solid (Missoni) ... VESTS reverse from fabric to fleece or fur.

DETAILS: Drawstrings ... Dropped Shoulders ... SKIRT FULLNESS below fitted HIP YOKES (San Lorenzo, Callaghan, Complice).

NEWSY FABRICS: JERSEY in SILK, WOOL, MESH -- BRUSHED wool, mohair, llama -- crepe de chine in faded Victorian prints and solids -- tweed, gabardine, corduroy -- QUILTED prints, Lurex-plaid ... NEW WAVE KNITS: Bold, clustered multicolor WAVY lines and tweed effects (Missoni).

NEWSY COLORS: WHITE -- opalescent pastels -- misted neutrals -- pearl, dove and other pale grays.

NEWSY ACCESSORIES: BOOTS, from crepe-soled flats -- to embroidered "Fryes" -- to over-the-knee to spindle-heeled thigh-highs ... HANDBAGS -- square bags embellished with wool embroidery -- fox-tailed suede over-the-shoulder evening pouches.

UNUSUAL NEW FUR TREATMENTS IN MILAN

Furs are literally color-full -- from hand-brushed colors on long hairs, to raspberry colored mink ... dyed ermine cut into curve-linear strips, combined in alternating directions for remarkable textural effects (Karl Lagerfield/Fendi) -- computerized to simulate cabled knits, corduroy, tweed or patchwork (Silvano Malta/Ripa Addition).

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IMPORTANT DATES

L.A. - N.Y. Fashion Creators, April 15-18
N.Y. - Fall Ready-To-Wear, April 18-May 6
FRANKFURT - Annual Fur Fair, April 20-24
MIAMI - Transitional RTW, April 23-26
MINNEAPOLIS - Color Marketing Gp., Apr. 24-2
N.Y. - Calif. Contemporary, April 25-May 6
COMO - Ideacomo Fabrics, Italy, Apr. 27-29
ATLANTIC CITY - Knitting Arts, May 1-5
N.Y. - Handbag Market, Fall, May 9-20
N.Y. - Loungewear, Sleepwear, May 9-20
N.Y. - Int'l Leather Goods Show, May 10-12
FRANKFURT - Interstoff Fabrics, May 10-13
N.Y. - Fur Market Showings, May 23-June 10
DALLAS - Fall RTW Showings, May 21-26

EUROPEAN FASHION FAIR (cont'd from page 1)

DIRNDL CULOTTE SKIRTS: Full cut, gathered from waistband, in Liberty-type paisley or cabbage roses; also solids (Gudule/Paris).

TROUSERS continue strong, include quilted warmups, harem, straight leg and ankle-tapered ... ANKLE LENGTH: Bloused and ribknit cuffed viscose-cotton-nylon (Mary Farrin/London) -- violet paisley chiffon zouave pants/tunic (Scali) ... KNEE PANTS: Elasticized plus-fours (Gudule) -- drawstring knickers/bloused top with ribknit trim and oval kangaroo pocket (Rikma/Israel) ... crepe de chine boxer shorts for disco dancing, hardly a trend, but 40% of sales have been in the U.S. (Initial/France).

COATS tend to be straight, unconstructed, often unlined as well ... Authentic Austrian Loden in fashion colors (Schneiders Bekleidung) -- faint windowpane on pale melton, straight trench yoke (Jacques Heim/France) -- yoked, patch pocketed suede, ribknit mohair cowl, cuffs (Ero/Israel) -- unlined white wool-mohair raglan, ribknit trim, toggles (Dejac/France) -- corduroy used on reverse side (Gudule).

FABRICS: Mohair, alpaca, angora blends, tweeds, corduroy (wide or thin wale), poplin, flannel, denim, brushed cotton sweatshirt fabrics (newest with a fine rib), touches of gold for day into evening.

COLORS: Muted grays, blues, lavenders -- beige, pale khaki, vicuna, tobacco, ecru and Winter pastels now outnumber brights.

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IMPORTANT DATES

N.Y. - Holiday/Resort RTW, Aug. 8-19
MILAN - Ready-to-Wear Shows, Oct. 10-14
PARIS - Pret-A-Porter, Oct. 22-26
FRANKFURT - Interstoff Fabrics, Nov. 22-25

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FI BOUTIQUE BEAT: BEVERLY HILLS, CALIFORNIA

BEVERLY HILLS is where the carriage trade shops -- I. Magnin, Saks Fifth Ave., Bonwit Teller, Elizabeth Arden and Delman all on Wilshire Blvd. -- the boutiques, restaurants, hairdressers, jewelry and antique shops are clustered on No. Rodeo Drive off Wilshire, with the overflow on Camden, a block away, and bordering on Little Santa Monica.

NORTH RODEO DRIVE (North of Wilshire Blvd.) You'll find many old friends: Courreges, Gucci, Hermes, Lapidus, Polo (Ralph Lauren), even the chocolatier Kron:

MARIAN WAGNER, #272 (278-3010). Exciting day into evening apparel, accessories; many one-of-a-kind items.

GIORGIO, #273 (278-2312). Fine apparel and accessories for men and women.

JAX, #207 (276-5761). (No connection with the N.Y. store). Lots of jeans, imported T-shirts, some good knitwear.

THE RIGHT BANK CLOTHING COMPANY & TEA ROOM, #313 (275-4559). Exciting European separates, dresses, sportswear, including Basile; accessories. (THE RIGHT BANK SHOE COMPANY, 450 N. Camden Drive - 273-3031).

JUEL PARK, #346 (276-3292). Custom lingerie robes, bikinis. Very expensive.

AMELIA GRAY, #414 (274-6878). Couture apparel. Designer fashions; Galanos.

JACQUELINE BELL, INC., #449 (278-1350). French imports; sportswear, accessories.

THEODORE, #453 (274-3056). Chic and expensive. Sonia Rykiel, Mic Mac, Frank Olivier, their own sportswear and accessories; plus PEPI'S GOLDEN NONSENSE WEST: gold, silver jewelry.

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